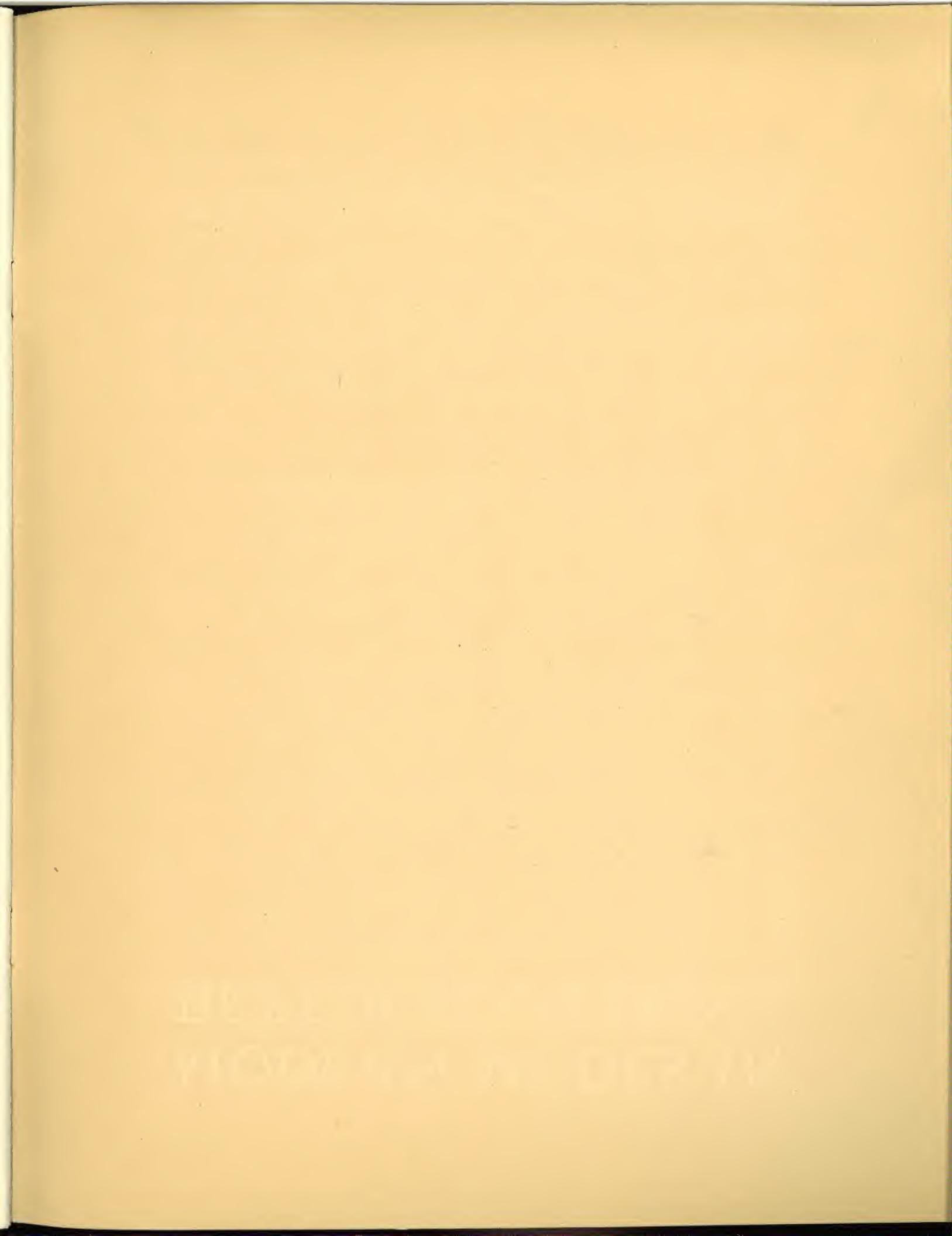


MODERN
MÖDES
½
BETTER
PLASTERING



MODERN MODES IN BETTER PLASTERING



Period-textured plastering
is now accorded due recogni-
tion as a great Renaissance
in American Architecture.



MILCOR PRODUCTS ARE ESSENTIAL TO BETTER PLASTERING

Copyright 1926—Milwaukee Corrugating Company, Milwaukee, Wisconsin



Carl Tucker Residence, Mt. Kisco, New York. *Walker & Gillette, Architects.*
Photo by John Wallace Gillies.

A NEW American Period in architecture has found expression through plaster. No longer is plaster regarded merely as a *base* for decoration — it has become the *decoration* itself. Texture and color-tone have been skillfully combined in the most charming manner. The plasterer of today has earned distinction as a plastic decorator. When his work is done, no painting or other wall decorating is required to enhance the beauty of his efforts.

In publishing this book, we are not presuming to set ourselves up as authorities on the art of American Period plastering, in which the proficiency of architects and plasterers has been so well established. But as manufacturers of metal lath and other products essential to Better Plastering, it has been our privilege to encounter many fine examples of this art, which we are presenting in this form with the hope that they may aid the prospective builder, his architect and plastering contractor in the selection of pleasing textures and color-tones, while also attaining permanent, firesafe, crackfree construction.

Milwaukee Corrugating Company.



Modern Textures Add Charm to Plastering

LOOKING back over thousands of years of History, it is interesting to note that during the past few years, greater strides have been made in advancing *Style* in plastering than during any other age or period of civilization. Striving to develop harmony of exterior and interior architecture, the deft trowel of today's plasterer, guided by the genius of the architect, has revealed the truly artistic possibilities of better plastering.

Interesting plaster textures are now in vogue. This is not merely an innovation. It is a renaissance of ancient plaster textures. It marks the rise of a new American Period in architecture. Architect and artisan together have awakened a proper appreciation for plastering as a medium of expression in interior and exterior architecture.

Proper adaptation of these textures to various types of architecture and to various rooms, is important. The pages of this book are rich with suggestions. Lovers of homes will find many interior effects here, so interesting that every detail deserves studied attention.

Any competent Plastering Contractor, working on a base of Milcor "Stay-Rib" or "Netmesh" Metal Lath and allied products, can produce these modern American Period textures. The influence of Grecian, Italian, French, Spanish, English and Colonial period-architecture is plainly evident in this new American Period, and the various textures are named accordingly.

Modern Methods and Materials Add Safety and Strength

BROADENING your viewpoint beyond this fascinating aspect of *style* and *expression* in plaster, you will appreciate the extreme importance of firesafeness, permanence and investment-protection, made possible through the invention of Milcor expanded metal products.

Much has been accomplished in raising the standards of plastering in recent years. But nothing has contributed more to the unexcelled modern modes in Better Plastering than expanded Metal Lath—the greatest plaster-base the world has ever known! Metal Lath and its allied products have made firesafeness a reality in homes, as well as in big buildings. Permanently beautiful, crackfree walls are also thus made possible.

No other factor in interior construction contributes more to quick depreciation, high repair costs and low resale values than careless plastering. This is equally true of exterior Stucco work. So we have included considerable data in this book to help you distinguish between Better Plastering and ordinary or dangerous plastering.



& NTRANCE HALL in the Residence of Kathryn M. Haskell, Longwood Drive, Chicago. The plastering finished in Caen Stone Block texture, with fine ornamental mouldings and ceiling, shows a typical expression of French influence in American Period plastering. A comparative study of the Spanish texture opposite emphasizes the versatility of plaster in architectural expression.

Sidney & McDonald Lovell, Architects—Photo by Chicago Architectural Photo Company



THE winter residence of Mr. and Mrs. Mercer P. Moseley of New York, overlooking Biscayne Bay at Miami Beach, Florida, appropriately expresses the Spanish influence in American Period plastering. The Living Room—with rough textured walls in warm shades of buff—harmonizes well with the exterior Stucco, which is also consistently Spanish in texture and color tone.

H. George Fink, Architect -- Photo by Courtesy of "The Spur"



In the Dining Room of the winter residence of Mr. and Mrs. Mercer P. Moseley, Miami Beach, Florida, the influence of the Spanish motif in American Period plastering again finds expression through this rough texture.

Unity of exterior and interior architectural characteristics is highly desirable. Modern textured plastering lends itself adequately to a pleasing co-ordination of period-effects for the interiors as well as the exteriors of all types of buildings.

The Spanish motif, expressed through proper textures in exterior stucco, for instance, can now be achieved throughout the interior of the building, by adapting plaster textures in harmony with the exterior. This does not mean that the same texture must be used on the walls of every room in the house. Several textures express the Spanish motif—in fact, discrimination in selection of different textures of similar motifs for various rooms will add rare interest and charm to the home. Guided by the reproductions of period plastering shown throughout this book, and the color suggestions on Page 19, you can readily determine what would be most appropriate for your home. Then your plastering contractor can show you various adaptations of textures and color tones expressive of the period you have chosen.

H. George Fink, Architect. Photo by Fishbaugh, Miami, Through Courtesy of "The Spur."

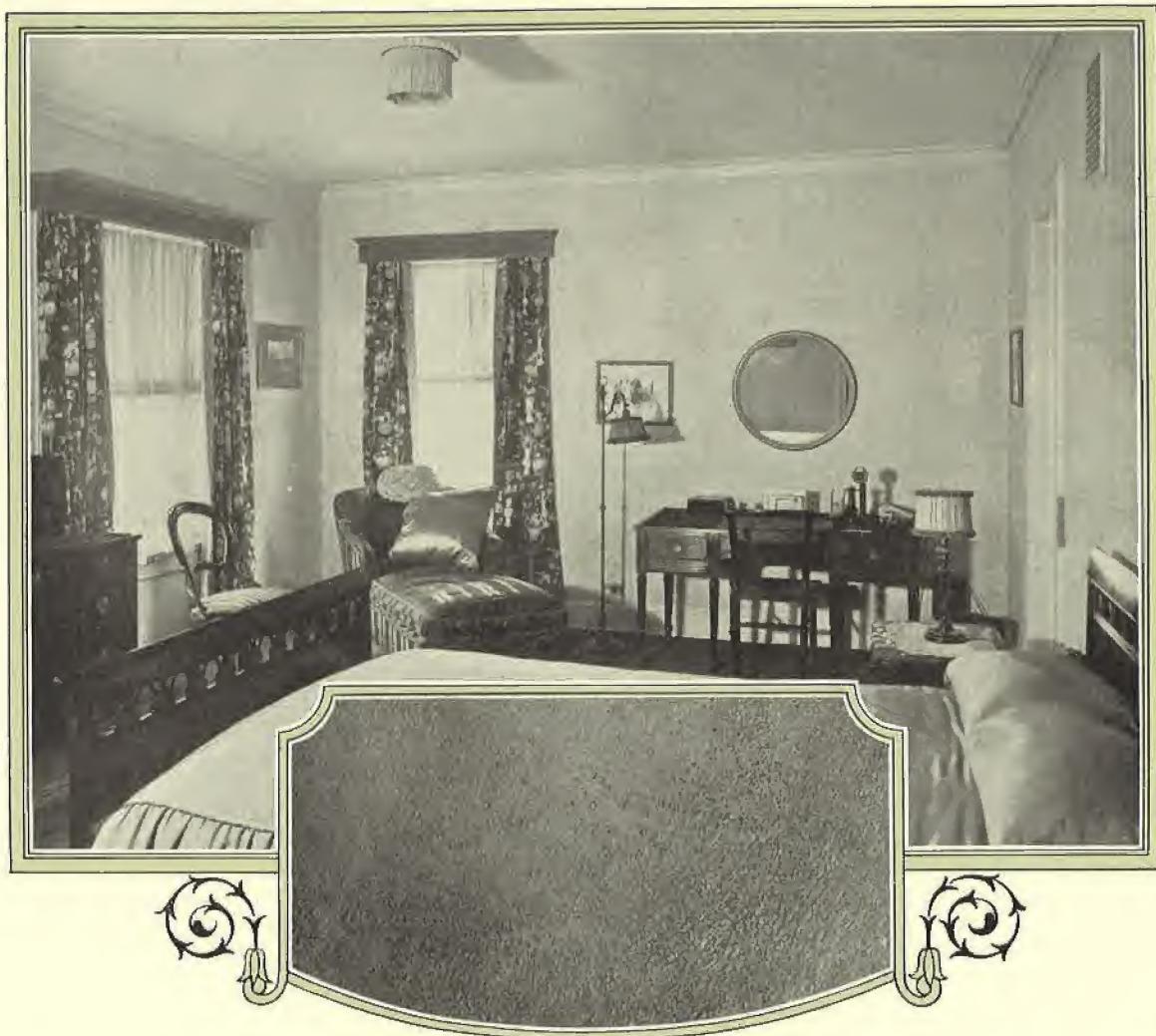


*S*TRONGLY expressive of the influence of the Italian Renaissance in American period plastering is this old fireplace in the Reception Room of "The Piazzetta", New York City. Its rugged simplicity and spaciousness, together with its vigorous color-tones, create an ideally masculine atmosphere. Plaster has been cleverly used, too, you will notice, to impart a feeling of rough hewn ceiling timbers.

Examples like this emphasize the innate qualities of plaster as a highly responsive medium for conveying the characteristics of old period-architecture. The variety of beautiful, hand-wrought, textured finishes is limited only by the ingenuity of the Architect and the skill of the Plasterer. Even Roman Travertine marble and French Caen stone are effectively reproduced in plaster.

It is gratifying to know, too, that such walls and ceilings can be made as permanent as they are pleasing in appearance. Up to the time that American ingenuity perfected metal lath as a base for plastering, it seemed impossible to equal the technique of old Italian artisans. But now it is no problem at all to make interior walls and ceilings, and exterior stucco, crackfree and firesafe as well as architecturally beautiful.

Baker & Cromwell, Architects. Photo by Courtesy of "American Architect."

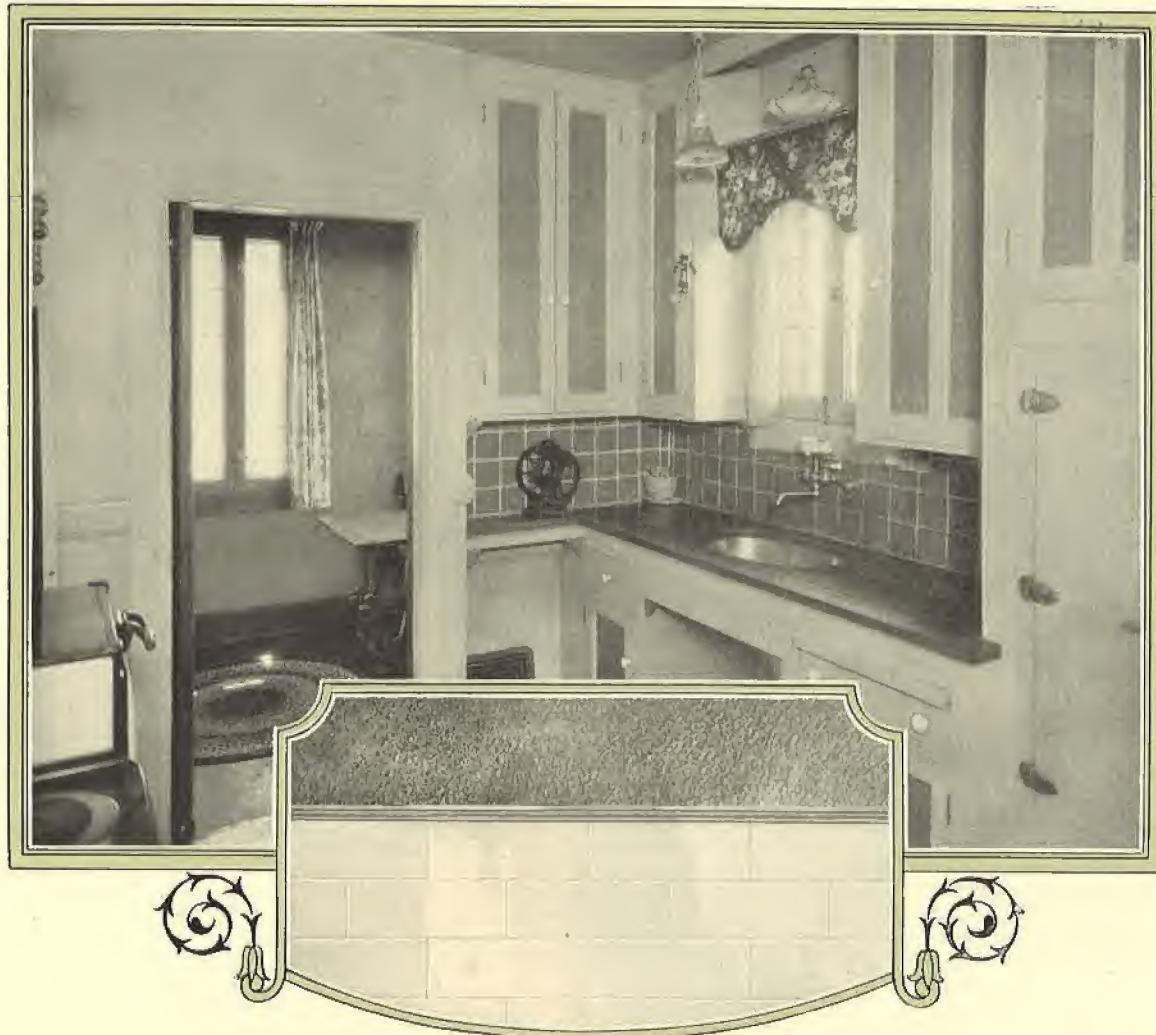


*T*HE most conservative textures or flat finished plastering are usually preferable for bedrooms. The above room is finished in a sanded, colonial texture—a restful gray, just light enough to lend a cheerful atmosphere to the room. At the juncture of walls and ceilings a modestly ornamental cornice, in snow white, adds a finished neatness to the room. The furnishings, you will notice, are particularly well chosen for a cheery effect, without any suggestion of ostentation. The room is charming in its simplicity.

You will find suggestions on Page 19 for desirable color effects for every room of the house. Your plasterer can usually embody, right in the plaster, the colors you desire. The effect is pleasing, and this method results in the most desirable quality-impressions, while actually saving considerable money by eliminating painting, wall papering or other methods of wall decorating.

The advantages of Milcor Expansion Metal Casings for door-and-window trim and the economy of eliminating costly wooden-trim by using these modern products, are worthy of careful consideration. Milcor Concealed Picture Moulding, which is also described further on in this book, is very desirable for Bedrooms.

Sidney & McDonald Lovell, Architects. Photo by Chicago Architectural Photo Co.



N this joyously colorful little kitchen in the home of Ralph W. and Jessica Penn Evans, Fox Point, Wisconsin, modern plastering plays an important part. The lower portion of the walls is finished in Keene's Cement, trowelled smooth and hard, with markings to resemble tile, painted in white enamel. The upper portion of the walls and ceiling is finished in a conservative, sanded, colonial texture. This combination, as shown above, is always considered good taste, as well as thoroughly practical, for kitchens and bathrooms.

Rich blue glossy tile have been set into white Keene's Cement around the sink. This same effect could also have been obtained with plastering alone. The sink-board in natural wood color and the bowl of pure zinc are details that give rare distinctiveness to this kitchen. Through the open door you see the Breakfast Nook, with its colonial textured plaster walls finished in old gold.

In planning the kitchen, it is well to pay careful attention not only to efficient arrangement of various units, but also to such details of construction as may add to convenience in keeping it clean. Milcor Expansion Casings will be doubly appreciated because of their sanitary features and excellent appearance. They cost less, too, than wooden trim.

Henry Rotier, Architect, Milwaukee. Photo by Breitwisch, Milwaukee.



N America's finest homes, walls and ceilings are being built crackfree, firesafe and permanently beautiful by Better Plastering on a base of metal lath. The insert shows the back surface of plastering on Milcor Net-mesh Metal Lath. Notice how the plaster has "keyed" through, completely embedding the metal. Such walls as these can't crack. You will find interesting data on Milcor Net-mesh and Stay-Rib Metal Lath on pages 26 and 27.



ABOVE: Solarium in the winter residence of Mr. and Mrs. Mercer P. Moseley, Miami Beach, Fla. H. George Fink, Architect—Spanish texture.

CENTER: Entrance Hall, Stuart Duncan Residence, Newport, R. I. John Russell Pope, New York, Architect. Photo by John Wallace Gillies—Italian Renaissance.

BETWEEN: Living Room, Residence of Mrs. Win. L. Rice, Pasadena, California—Kenneth A. Gordon, Architect—Photo by George D. Haight—Spanish texture.



METAL Corner Bead is now considered a necessity in modern home construction. All inner and outer wall angles should have the permanent protection of Milcor "Expansion" Corner Beads (Patented June 13, 1922). If your home is to have "plaster reveal" windows, as shown in photo above, "Expansion" Corner Beads insure precisely straight lines and permanent protection against bumps and wear that would ruin ordinary plastered corners.



ABOVE: Living room, house of George S. Hunt, Pasadena, Calif.—Martin, Van Pelt & Maybury, Architects.—Lawrence C. Keck, Plastering Contractor.

CENTER: Living room, residence of Helena and Wharton Clay, Winnetka, Ill.—Zimmerman, Saxe & Zimmerman, Architects, Chicago.

BETWEEN: Home of Ralph W. and Jessica Penn Evans, Fox Point, Wis.—Note Expansion Corner Bead in curved archways—Henry Rotier, Architect, Milwaukee.





THE insert shows an exposure of crack-free, firesafe wall-and-ceiling construction, "A" being Milcor Expansion Corner Bead No. 1, for outer, exposed angles; "B", Expansion Corner Bead No. 2, for inner corners and ceiling angles; "C", Milcor Stay-Rib Metal Lath; "D", Milcor Netmesh Metal Lath; "E", Milcor Concealed Metal Picture Molding.

These Milcor Products permanently reinforce and preserve walls and ceilings, and are essential to Better Plastering.



ABOVE: Living Room of the Seabreeze, Florida Home of E. E. Miller, New York City. Walls finished by "Craftex" process, Italian texture.

CENTER: Fireplace detail, living room, Kathryn M. Haskell, Residence, Chicago. Sidney & McDonald Lovell, Architects.

BETWEEN: Sun Room, Kathryn M. Haskell Residence.



MODERN tendency toward elimination of wooden trim has brought about the invention of Milcor "Expansion" Casings for doors and windows. Taking the place of costly wooden trim, "Expansion" Casings offer important economies and superior style.

In the insert, "F" shows the exposed molding of Expansion Casing and "F-1" its expanded metal wing (Patented); "G", Netmesh Metal Lath; "H" Expansion Base Screed, and "H-1", its Expanded Metal Wing.

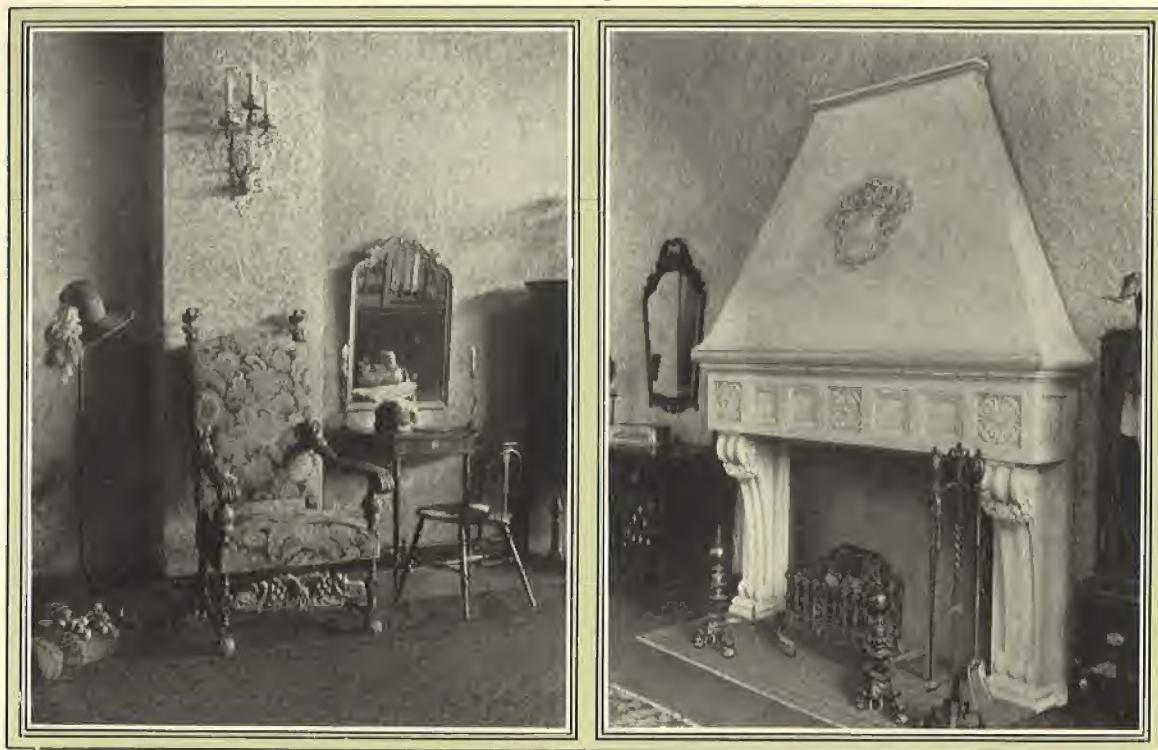


ABOVE: Living room in one of the Hueber Brothers dwellings, Syracuse, N. Y., in which Milcor "Expansion" Casings and Corner Beads are used exclusively.

CENTER: Living room in a Chicago apartment — Photo by courtesy of Miss Gheen, Inc., Chicago and New York.

BETWEEN: Living room in residence of Mr. Fred Hershon, Port Chester, New York. Walls finished in "Craftex".





Shop of Mary Barger, Detroit, with textured walls finished by Morene Company, New York City.

Show window of Fischer Furniture Company, Milwaukee, designed by Plastic Products Co., Milwaukee.



A view of the Loggia of the Winter Residence of Mr. and Mrs. Mercer P. Moseley, Miami Beach, Florida. H. George Fink, Architect. Photo by Fishbaugh, Miami, through courtesy of "The Spur."



An interesting detail in the Morse home is this wall-crypt with tapestry background, for the bird cage.



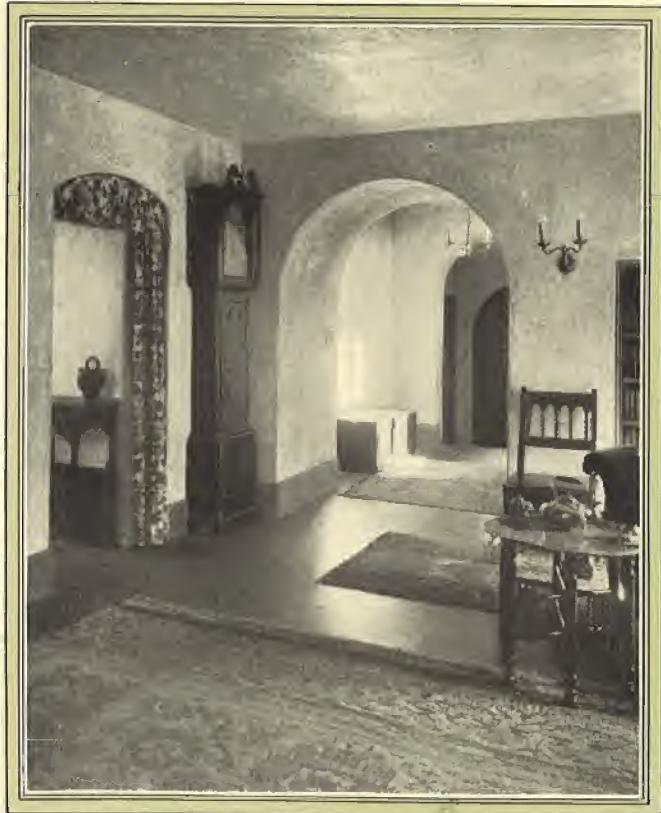
The rough hewn timbered ceiling and the fireplace of unfinished stone, harmonize perfectly.



*Residence of Mr. D. P. Morse, Jr., Bronxville, N. Y., showing influence of the Elizabethan Period. Howard and Frenaye, Architects.
Photos by Mattie E. Hewitt*



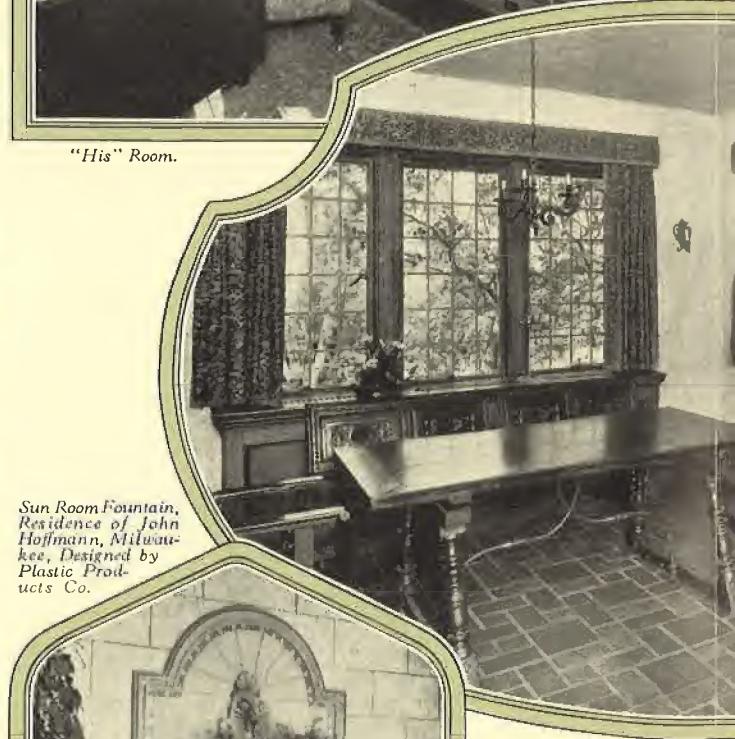
Entrance Hall, Haig Residence.



Corner of Living Room, Haig Residence.



"His" Room.



*Sun Room Fountain,
Residence of John
Hoffmann, Milwaukee,
Designed by
Plastic Products
Co.*

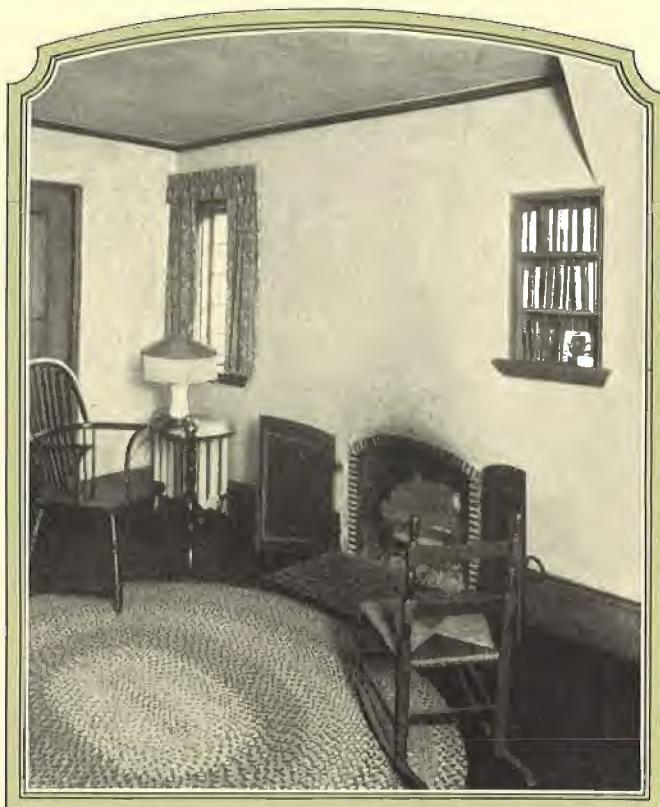


Dining Room, Ro...

Residence of Ro...
Riverdale, N...
Julius Gregory
Photography by John
through co...
"The American
This new American
plastering shows t...
old Spanish A...



Slumber Room.



Bedroom Fireplace — Notice Book-niche.



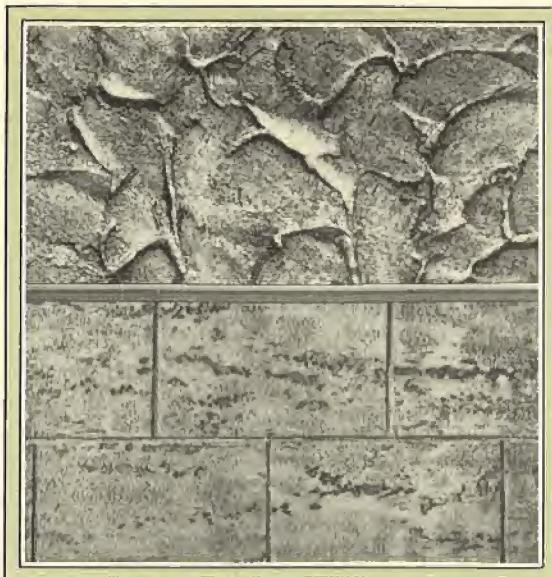
Wall-crypt for flowers
— Residence of Helena
and Wharton Clay,
Winnetka,
Illinois.

on, Robert M. Haig.

Robert M. Haig,
New York.
Category, Architect.
John Wallace Gillies
courtesy of
American Architect."
American Period textured
shows the influence of
Architecture.

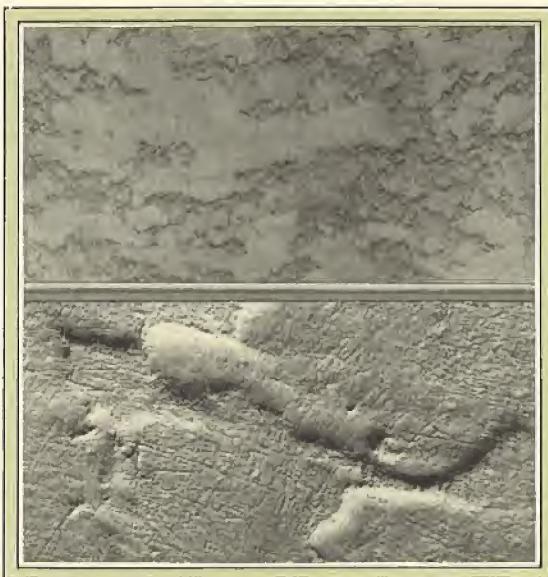


Corner Fireplace in Bedroom — Haig Residence.



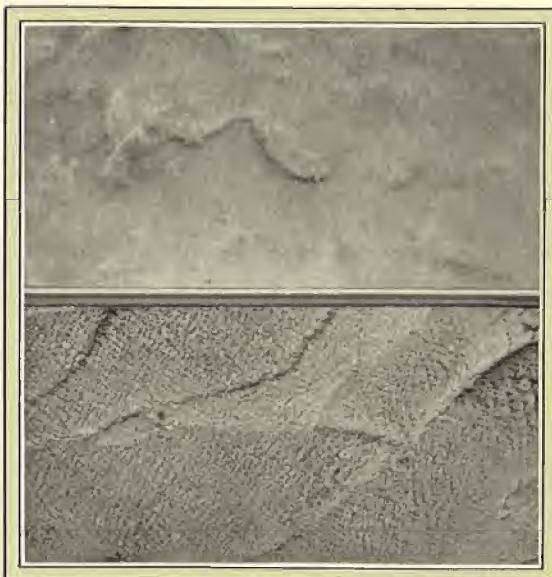
COMBINATION TEXTURES

Roman Travertine marble has been masterfully reproduced in American Period plastering. In Public Buildings a combination of Italian Textures as shown above is very appropriate.



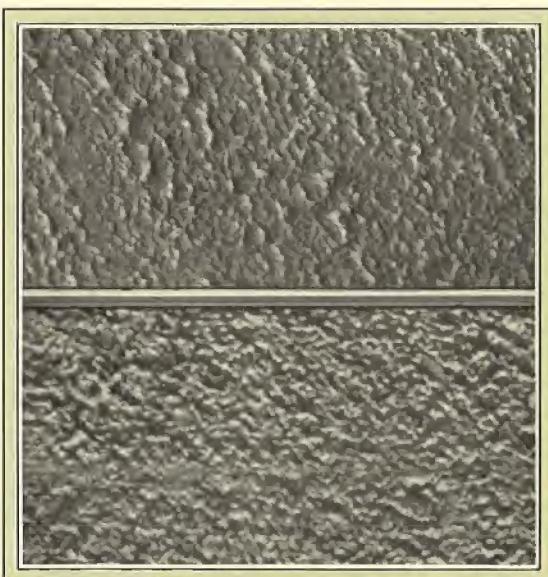
ITALIAN TEXTURES

Interesting effects can be obtained through combinations of plaster-textures—the walls in one texture, the ceiling in another; or lower and upper sections of walls in different textures.



FRENCH TEXTURES

These soft, velvet-like textures are typical of French influence in American Period plastering. Combinations like the above can be worked out in a variety of pleasing color schemes.



ENGLISH TEXTURES

Rough cast textures like these express old English atmosphere. Frequently a combination of rough and semi-rough English textures are specified, respectively, for the lower walls and ceiling.



Beautiful Color Tones in Better Plastering

*T*HE charm of this new American Period plastering depends not alone on textures. Color is also an important factor. Plastering in colors adds subtle beauty to the home and lends an atmosphere of genuineness which no other form of wall decoration possesses.

With color embodied in the plaster, you save all the expense of painting, papering, or finishing the walls in any other manner. That saving will more than offset the difference in cost between Better Plastering on Metal Lath and ordinary, unsafe plastering.

Proper adaptation of color is important. Rooms facing north, for instance, are most pleasing when finished in some shade of yellow—ranging from cream color to deep pumpkin yellow. Rooms facing south will take grays advantageously—ranging from light gray to a deep putty shade. For sunny rooms any colors that won't fade easily are commendable. Rooms with eastern or northern exposures—or both—look well in warm colors. Cool tones are best for rooms with western or southern exposures. Neutral tones, neither warm nor cool colors, are suggested for rooms of uncertain exposure, where west light, for instance, conflicts with east light.

Warm tones include yellow, gold, orange, brown, pink, rose, red. Cool tones are gray, blue, green, violet, silver. Neutral

tones are ivory, cream, buff, putty, and tan.

Wherever you have adjoining rooms with wide doorway between, it is always good taste to finish both alike in color tone, preferably neutral.

You will want to pay attention, as well, to color harmony in furnishings. See that objects suit the room in size, coloring and style. Try to have pieces harmonious with each other, comfortable, well-made and adequate for the requirements of the family.

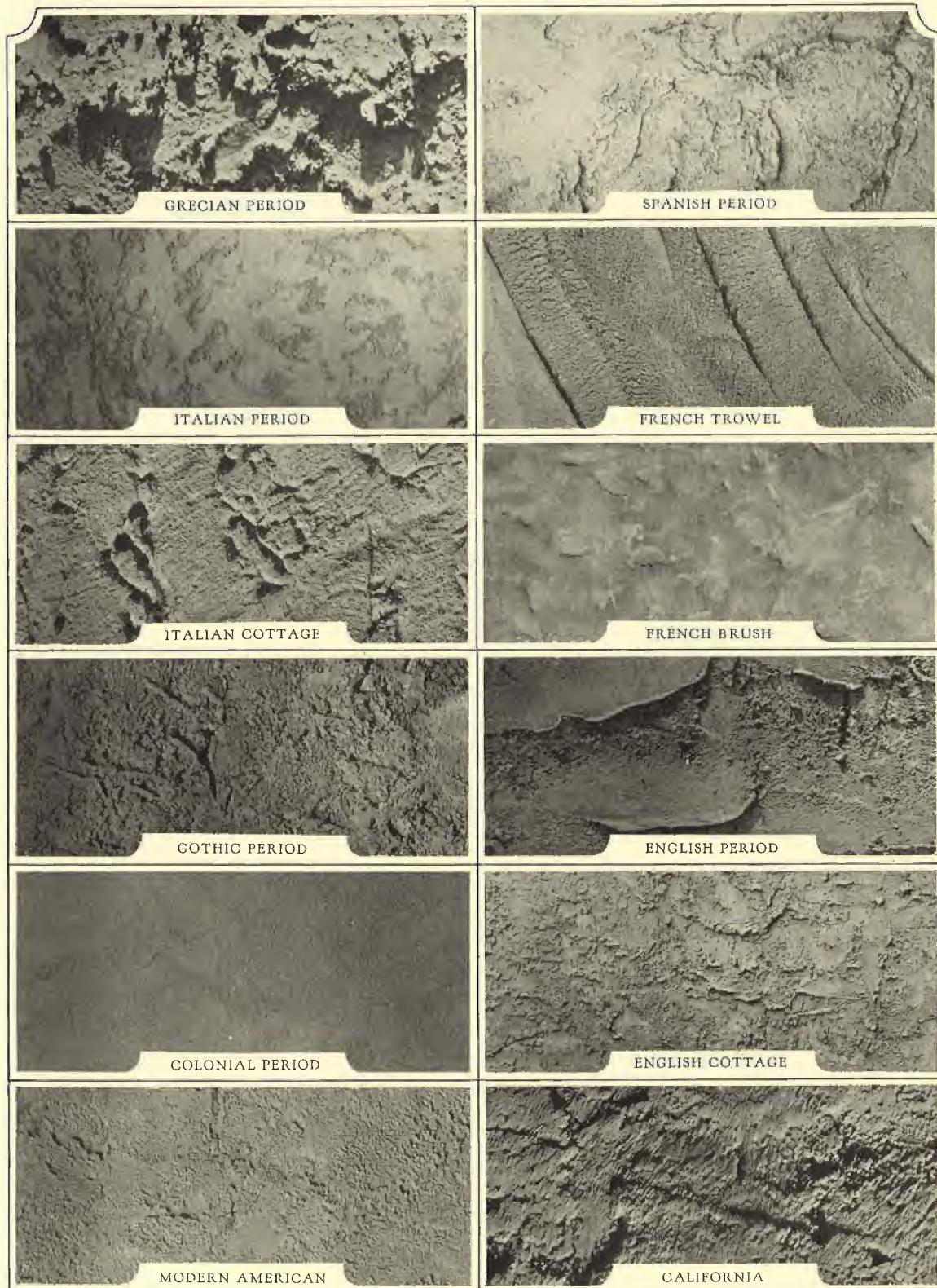
You can readily appreciate the importance of planning color tones for all rooms well in advance. So talk this over carefully with your plastering contractor and have a clear understanding as to what color schemes are most desirable under the light conditions encountered in your home. The above suggestions may be used as a guide, but you will want to exercise judgment and adjust these recommendations to your personal preferences.

The modern plastering contractor has earned the right to be classed as a "Plastic Decorator" and you will find him prepared to offer valuable suggestions, based on experience and study. Remember that walls and ceilings represent more than 80% of the visible interior and that the plastering contract is one of the most important phases of your home.



Richards-Free Photo

In this little sun-nook of a Chicago apartment, stenciled color blocks on plain Colonial-finish plaster emphasize the possibilities of imparting cheerful effects through clever use of wall tones.



STUCCO TEXTURES IN PORTLAND CEMENT



Home of Helena and Wharton Clay, Winnetka, Ill. Zimmerman, Saxe and Zimmerman, Architects.

Portland Cement Stucco in Spanish Period Texture. Interior and Exterior plastering entirely on metal lath.

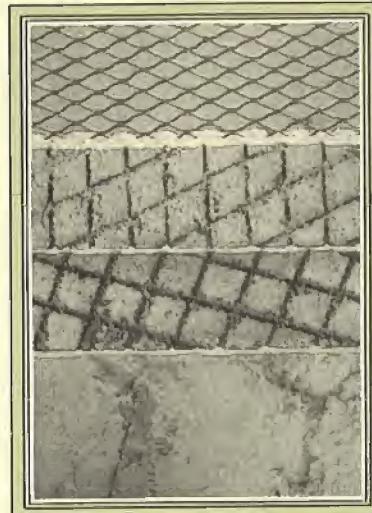
For Permanent Beauty in Exterior Architecture

Portland Cement Stucco on a Base of Metal Lath

BECAUSE of the great variety of pleasing finishes that are possible with stucco, both in color and in texture—and because of the permanence, firesafeness, comfort, economy and stability in value of stucco-clad buildings—stucco has gained great favor. Portland Cement Stucco properly applied on a base of metal lath, so as to thoroughly embed the network of expanded metal, produces a wall that is practically everlasting. Its beauty and strength will endure for generations to come.

Much has been written and said about the ancient and old Roman mortars, but it may be safely claimed that, throughout all the experience of mankind, no cement or mortar has had the strength, or could excel, or possessed the ability to stand our variable climate, as well as Portland Cement. And the reinforcing value of expanded metal lath contributes still more to the permanence and firesafeness of Portland Cement Stucco.

Perfect harmony between exterior and interior Architectural effects can be maintained by making the interior plaster-textures correspond in character with the exterior stucco texture and color.



Two scratch coats and the finished texture coat on a base of Milcor Netmesh Expanded Metal Lath, Stucco completely embeds the lath.

Textures showing the influence of various Architectural Periods are pictured on the preceding page. Here are some color-tone suggestions appropriate for the various finishes:

Grecian—Looks best in white, light grays, and ivory.

Spanish—Yellows, pinks, or white.

Italian—Deep buffs, creams, pinks, warm reddish hues, or soft tints, or white.

French—Light grays, cream, or white.

English—Soft buff, tans, or grays.

Colonial—Light grays, or cream.

California—Any of the color tones suggested under Italian, or duo-tone combination color effects.

Thorough workmanship and no skimping of materials are the two essentials for the best stucco work. Hire a reliable contractor who will assure you of both.

Milcor Netmesh or Stay-Rib Metal Lath weighing not less than 3.4 pounds per square yard is particularly recommended for exterior stucco work and should be "back plastered". Permanence and ideal insulation against cold or heat are thus assured.



Wisconsin Theatre Foyer — Milwaukee, Wisconsin. Rapp & Rapp, Architects. Architectural Decorating Co., Plastering Contractors. A Fine Example of How Effectively Ornamental Better Plastering on Metal Lath is Used in Big Buildings.

Better Plastering, on Milcor Metal Lath, Increases the Earning Power of Big Buildings

ONE of the most important problems in big building design is that of insuring maximum return on the investment involved. The architect who is able to plan a structure with five or six per cent more room space available from the same building area is adding that percentage, or more, to the earning power of that building.

Better Plastering, on a base of Milcor Stay-Rib or Netmesh Metal Lath, can be employed so as to greatly increase the potential revenue and the value of big buildings. Non-bearing partitions can be made as thin as an inch and a half—solid plaster, reinforced with Milcor Metal Lath, supported by Milcor Steel Channels. Such partitions, plastered on each side, to a total thickness of $1\frac{1}{2}$ or 2 inches, are positively firesafe and sound retarding, and will remain free from cracks under all normal conditions—the safest, most practical and satisfactory construction known. The saving in floor space, for instance, in a 250-room hotel, using these $1\frac{1}{2}$ -inch solid partitions instead of 4-inch partitions, would permit a gain of approximately 15 rooms—a gain which offers an increased revenue of about 6 per cent. Well worth consideration.

Then, too, proper planning of plastering on metal lath, as compared with other types of interior wall construction, often saves thousands of dollars in initial cost. We know of one instance where Zimmerman, Saxe & Zimmerman, architects, saved at least \$100,000.00 for the Elks' Club at Joliet, Illinois, by making the plastering a carefully planned part of the interior design. In accomplishing this saving, they also obtained more beautiful effects than had been planned originally for this club house, increased its firesafeness, made it lighter in weight and structurally stronger.

Maintenance costs are also minimized to the greatest degree through Better Plastering on Milcor Metal Lath. There is less danger of cracks developing in walls plastered on metal lath than in any other type of wall construction. Unless abused or subjected to exceedingly abnormal settling strains, cracks will never develop in plaster on a metal lath base.

Where ornamental plastering is demanded, Milcor Netmesh Metal Lath is the ideal base, because it can be formed readily into any desired shape. Elaborate designs can thus be developed without excessive depth of plaster.

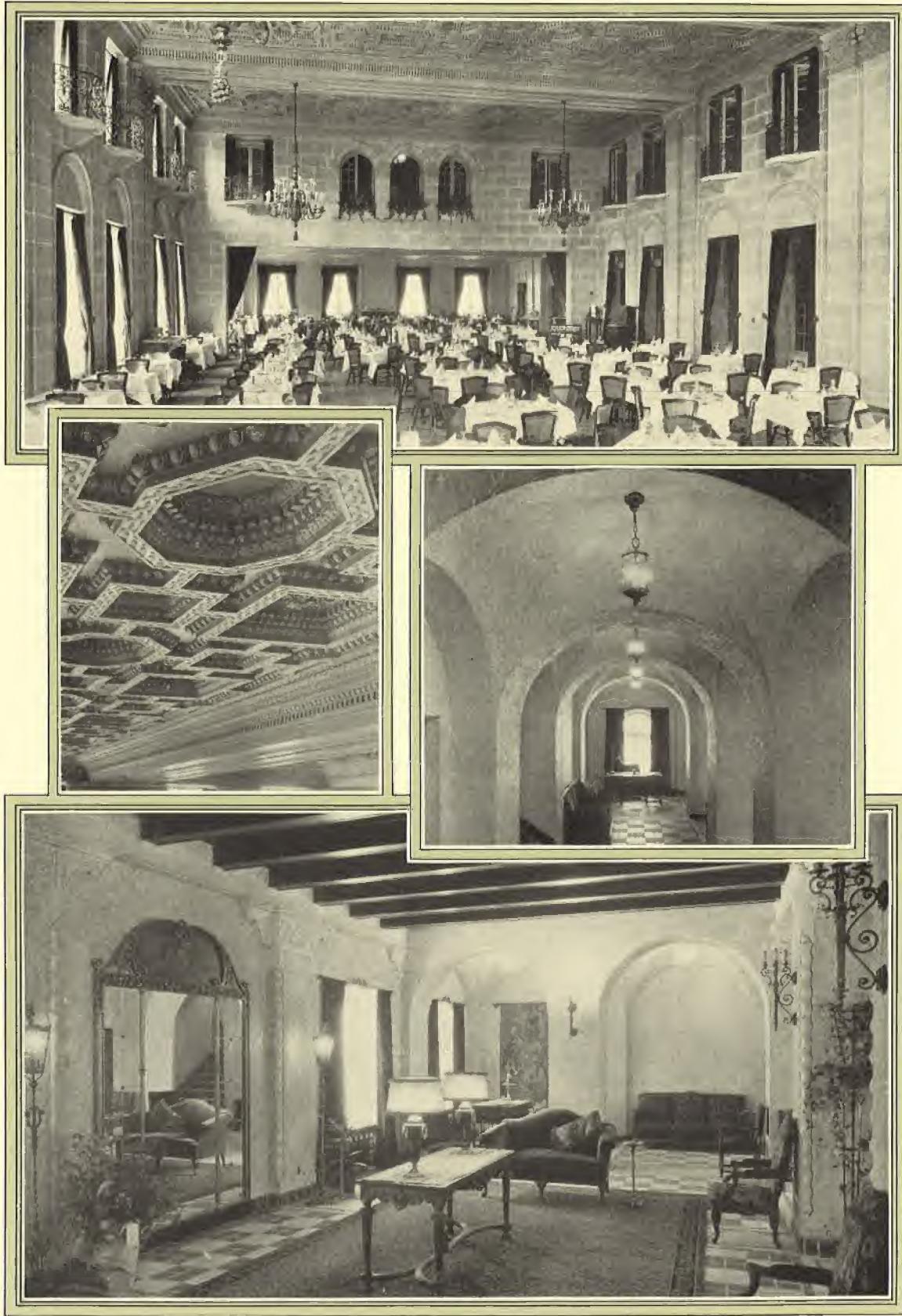
Every modern building should also have Milcor Expansion Corner Beads. They are now considered *essential* to wall safety. Over fifty million feet of interior wall corners are thus protected in hundreds of America's finest structures, such as The Straus Building, Chicago; Telephone Exchange, New York; Palmer House, Morrison and Sherman Hotels, Chicago; Biltmore Hotel, Atlanta; Roosevelt Hotel, New York; Plankinton Building, Milwaukee; The New Nicollet, Minneapolis; Jefferson Life Insurance Building, Greensboro, N. C., and in many other prominent new buildings, schools, churches, hospitals, office buildings, clubs, hotels and institutions, as well as in thousands of homes. Such extensive use constitutes a most impressive endorsement of the unequalled value of "Expansion" Corner Bead (Patented June 13, 1922).

Beware of imitations. Because of the great success of this Corner Bead, imitations are being attempted. But only the original Milcor Expansion Corner Bead has the features responsible for this success. Patented Features! Insist on the genuine and look for the name stamped on each Bead—Milcor "Expansion" Corner Bead.

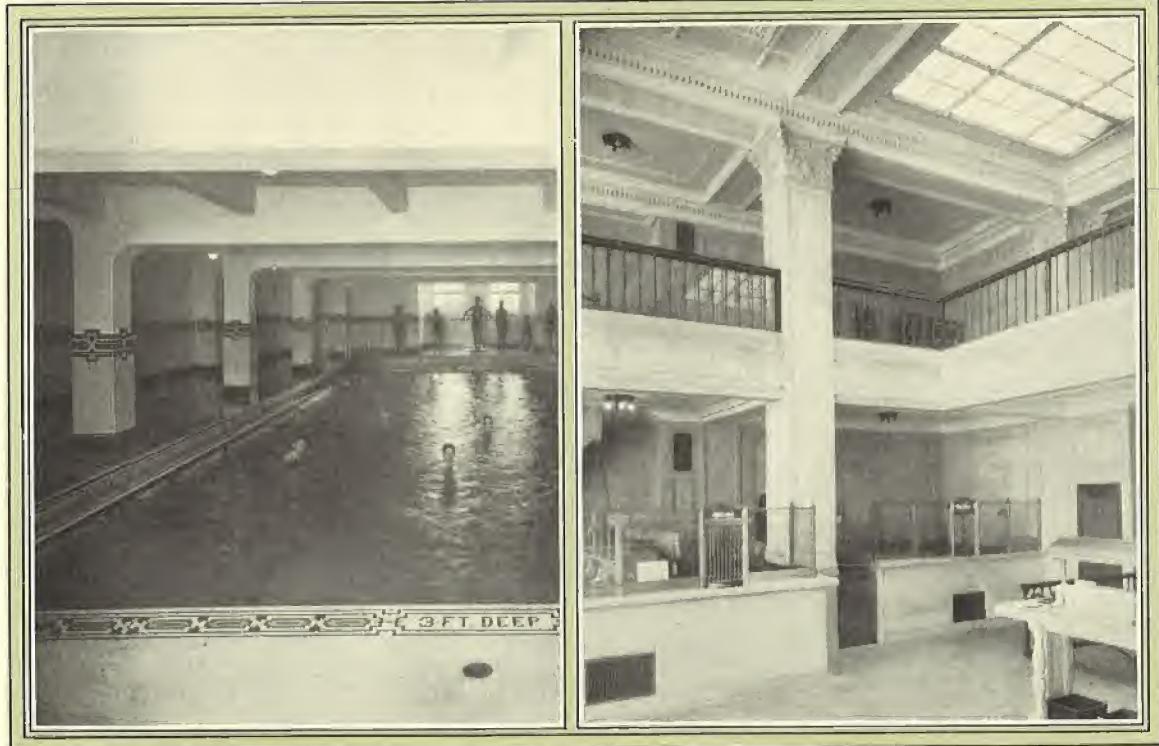
Not only is "Expansion" Corner Bead valuable as a protection for corners but also as a means of truing corners precisely straight.

There are many other products in the Milcor Line which are essential to good construction in big buildings—"Expansion" Casings for door and window trim, "Expansion" Base Screeds, Metal Window Stools, Cove Bases, Chair Rails, Chalk Troughs, Steel Domes for reinforced concrete floor construction, metal roofing, and other firesafe, sanitary, practical products in metal. Brief descriptions of some of these items are given on pages 26 to 29. Complete details gladly furnished on request.

The versatility of plastering on a base of metal lath is again emphasized by the examples on the next two pages.



ABOVE: Dining Room, Milwaukee Athletic Club, with Caen Stone Block textured plastering. Armand Koch, Architect. Walish-Dufton Co., Plastering Contractors. At LEFT: Detail of M. A. C. Ornamental Ceiling. At RIGHT AND BELOW: Shorecrest Hotel, Milwaukee—Italian Period Plastering—Martin Tidlgren & Sons, Architects. A. H. Bleitel, Plastering Contractor.



ABOVE: English Period textures in a Seminary near Oconomowoc, Wis.—Eschweiler & Eschweiler, Architects. BELOW, LEFT: Swimming Room, Boys' Technical High School, Milwaukee. Van Ryn & Da Gelleke, Architects. RIGHT: American Exchange Bank, Milwaukee. Kirchoff & Rose, Architects. E. R. Urbanek Co., Plastering Contractor—Plastering designed by Plastic Products Co., Milwaukee.

Plastering on Metal Lath is the Only Type of Construction Offering These Advantages.

This subject is not too technical for you to discuss intelligently with your Architect or Contractor. An understanding of the Milcor Products and modern methods described on this and the next three pages, will help you to determine how you want to build for protection against fire, cracking, depreciation and undue maintenance expense.

PLASTERING is one of the most important factors in the construction of your home, or of any building. Don't slight the plastering contract. Discuss it with your Architect or Contractor. Arrange a consultation, including the Plastering Contractor, and consider carefully his comparative bids on Better Plastering on Metal Lath and ordinary plastering on wood or any other base.

The initial cost, of course, will be somewhat higher for Better Plastering on Metal Lath than for inferior construction. But you must remember that the cost of a home or any building includes not only the initial investment but also the maintenance expense plus *interest* on the amount spent for maintenance. Keeping that fact clearly in mind, you will appreciate that any means of cutting the cost of upkeep is equivalent to cutting the original cost.

There is sometimes a temptation to reduce a building budget by substituting inferior construc-

Milcor "Stay-Rib" Metal Lath—"The Backbone of Better Plastering"

There are several types and weights of Milcor Stay-Rib Metal Lath. At the left, is $\frac{3}{8}$ -inch Stay-Rib No. 2, cut from galvanized sheet steel. This type of lath is also cut from black, open-hearth steel, in various weights, ranging from 2.75 pounds to 4.00 pounds per square yard, dipped in black asphaltum after formation, to prevent corrosion. In certain weights Stay-Rib Metal Lath is furnished also in the famous rust-resisting ARMCO Ingot Iron, painted.

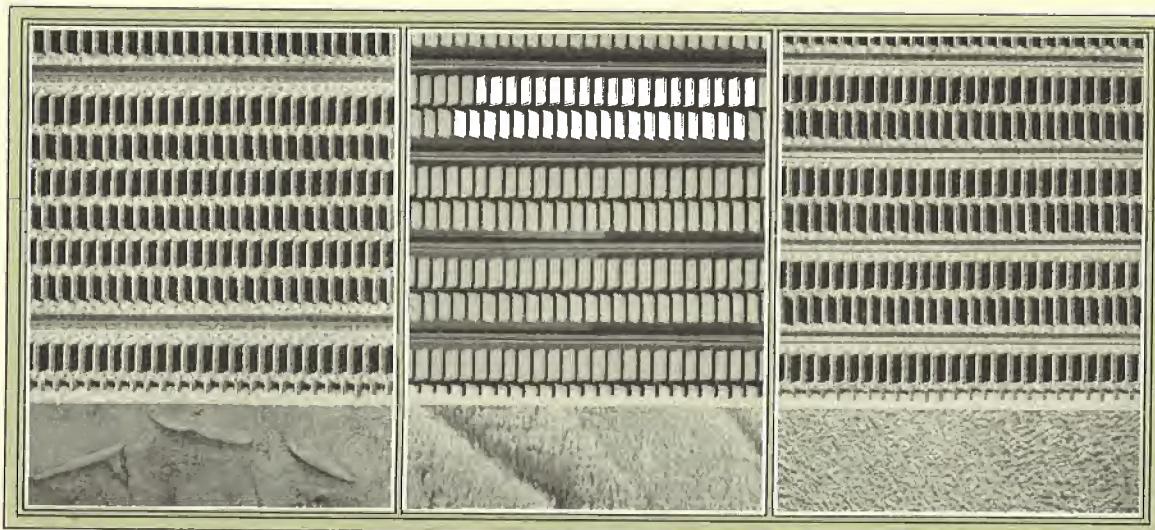
The other two illustrations show Stay-Rib Metal Lath No. 1—the middle one, painted with black asphaltum; the one to the right, cut from galvanized steel. Furnished in various weights, ranging from 2.75 pounds to 4.00 pounds

per square yard; also in ARMCO Ingot Iron in two weights.

"Stay-Rib No. 1" has furring ribs $\frac{1}{8}$ -inch deep, spaced $1\frac{3}{4}$ inches apart. These ribs act as stiffening members and give this lath remarkable rigidity. The strands, or stays connecting these ribs, are so shaped that a minimum of plaster is required. This advantage, and its great rigidity, make Stay-Rib No. 1 one of the most popular types of metal lath for walls in every class of building, from homes to skyscrapers.

Wider spacing of studs or channels supporting the wall is also possible because of this superior rigidity.

$\frac{3}{8}$ -inch Stay-Rib No. 2 has furring ribs $\frac{3}{8}$ -inch high.
 $\frac{3}{4}$ -inch Stay-Rib No. 3 has furring ribs $\frac{3}{4}$ -inch high.



$\frac{3}{8}$ -inch Stay-Rib No. 2, from Galvanized Sheet.

Stay-Rib No. 1, Painted Black.

Stay-Rib No. 1, from Galvanized Sheet.

tion in details that will remain unseen in the finished structure. But it is not a saving in the long run. When you consider the protection Milcor metal lath construction accomplishes against fire and dangerous cracking of walls and ceilings—when you realize how metal-lathed plastering insulates a building against heat in summer and cold in winter, thereby *saving* fuel—when you experience the sanitary advantages of this superior construction and know that it prevents inroads of vermin—when you appreciate the comfort of knowing that ceilings are not going to drop off, endangering the lives of your family or guests, and that no ugly cracks are going to mar the beauty of your home and slash thousands of dollars off your investment through such glaring evidence of depreciation—when you find that plastering on metal lath most efficiently prevents transmission of sound—then you will see the wisdom of making the slight additional investment required and you will congratulate yourself on the permanence and safety of your walls.

Aside from your desire to *live* in a home that is safe and which will retain its original appearance of newness and beauty for long years to come, don't overlook the fact that *some day you may want to sell this Home!* And every prospective buyer critically inspects the walls. Cracked plaster, broken corners, cleavage cracks at inner angles of walls or ceilings or around door and window casings, are always recognized as danger marks, which seriously reduce the price a home or building might otherwise bring.

So study these Milcor Products carefully. It doesn't cost much to put them into your home. And they increase the *value* tremendously of every building in which they are embodied.

Milcor "Netmesh" Diamond Expanded Metal Lath

The ability of "Netmesh" Metal Lath to scatter the force of shocks, blows, stresses and strains, is unequalled. The network of expanded metal dissipates the force so completely that walls plastered on this Milcor Product remain crack-free under the most severe conditions.

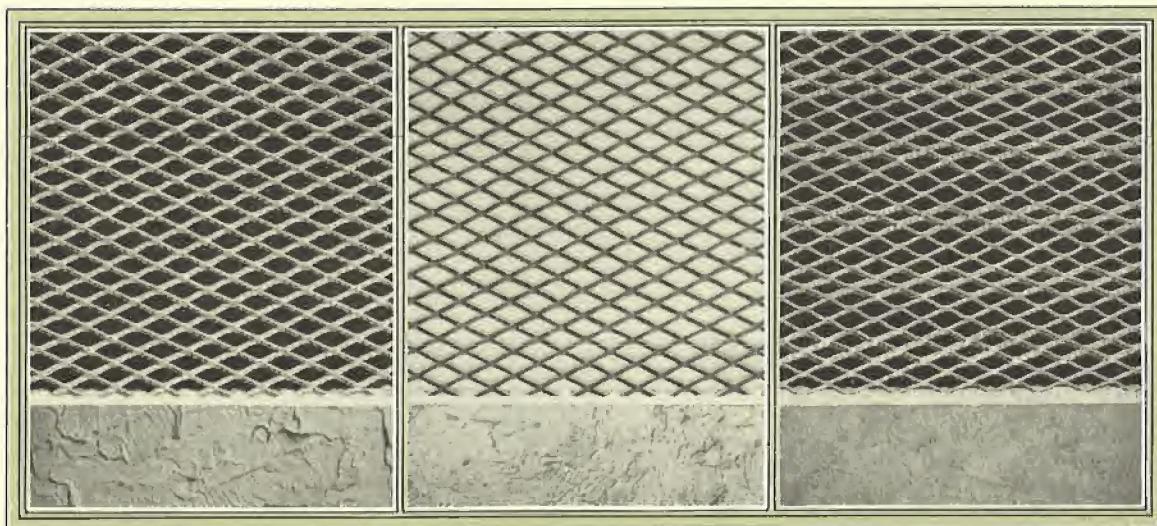
The expanded diamond texture of Milcor Netmesh Lath permits the mortar to work through and form a perfect series of "keys" in hardening around each of the metal strands.

The qualities of firesafeness and sound-deadening which add so much to the value of plastering on all Milcor Metal Lath, also prevail in Milcor Netmesh. This lath is particularly well adapted to formation of "Firestops"—basket shaped receptacles, placed at floor lines between all

partitions, filled with plaster or other noncombustible material, to block air currents and thus to preclude possibility of fire being fanned into destructive flames between partitions.

All Milcor Painted Metal Lath is heat-treated and reannealed after being cut and expanded, giving the metal longer life and greater strength. Milcor Special Elastic Paint adds further protection.

Milcor Netmesh Metal Lath is made in weights ranging from 2.20 pounds to 3.40 pounds per square yard; cut from Steel, painted black; from Galvanized Steel; from Pure Zinc; from Pure Copper; or from rust-resisting ARMCO Ingot Iron, painted (in weights of 2.50 or 3.40 pounds per square yard.)



Netmesh, Cut from Galvanized Sheet.

Netmesh, Painted Black.

Corrugated Netmesh, from Galvanized Sheet.

Milcor "Expansion" Corner Beads

YEARS ago, you will remember, attempts used to be made to protect plastered corners with wooden "bumpers"—clumsy, unsanitary, ugly, and wholly unsatisfactory. Instead of protecting the corners, these old-fashioned bumpers eventually loosened and then the corner was ruined.

Then the concealed Metal Corner Bead was devised, similar to that shown in the center illustration below. That was a big step forward and it was accepted as thoroughly satisfactory until a few years ago when Milcor perfected its "Expansion" Corner Beads, with expanded metal wings instead of solid wings.

Compare the two illustrations below—the one at the left—Milcor "Expansion" Corner Bead—and the middle one, with solid metal wings. Plaster can ooze through the expanded metal and permanently lock the corner bead to the lath beneath, whereas on the solid metal wing, plaster cannot get a good grip.

The extra width of the wings of "Expansion" Corner Bead helps the workman to get corners precisely straight and true—for even though the corner studding may be out of alignment, the wide, expanded metal wings permit sufficient adjustment to straighten up each corner.

Be sure to get samples and insist on genuine Milcor "Expansion" Corner Beads.

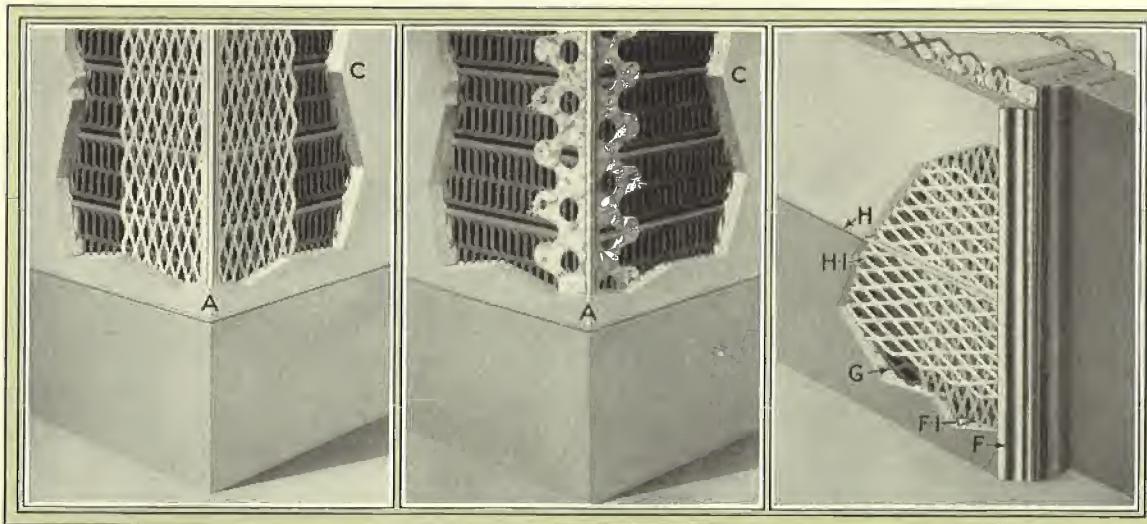
Milcor "Expansion" Casings for Door and Window Trim

THE contrast between old-fashioned wooden casings and Milcor Metal "Expansion" Casings, from the standpoint of appearance alone, is so extremely favorable to Milcor "Expansion" Casings, that most people who get a good conception of this modern metal product are not satisfied with any other type of casing.

Superior appearance, however, is just one of the important advantages of Milcor "Expansion" Casings. They will save money for you, because they eliminate expensive wooden trim and are more easily installed than wood. They are neutral in finish, and thus eliminate the problem of getting furniture to match certain woodwork. They are sanitary, easy to keep clean and they always appear neat and new. They are firesafe, and the expanded metal wing reinforces the walls against jars from slamming doors, jolts, strains and abuse which would crack ordinary wood-trimmed plaster.

Milcor "Expansion" Casings have gained such favor in residences of all types from modest bungalows and duplex flats to fine mansions, and in all classes of big buildings, that this patented Milcor product is now recognized as an essential to Better Plastering.

If you would like to see samples of "Expansion" Casings do not hesitate to ask.



A—Milcor "Expansion" Corner Bead No. 1.
(Patented June 13, 1922.)
C—Milcor "Stay-Rib" Metal Lath No. 1.

A—Milcor "Superior" Old-Style Solid-Wing Corner Bead.
C—Milcor "Stay-Rib" Metal Lath No. 1.

F and F-I—Expansion Casing No. 6, O. G.
(Patented June 13, 1922). G—Netmesh Lath.
Hand H-1—Expansion Base Screed.

Help Stop Fire Tragedies

Firesafe houses are now a reality without excessive cost. Wood stud construction, protected by plaster on metal lath, has been accorded a full One Hour Rating by the Underwriters' Laboratories.

TIt's time to take firesafe construction more seriously. Think of this: 15,000 persons were burned to death last year and 16,000 were injured by fire in the United States. The monetary loss was \$548,810,639—an average loss per day of more than a million and a half dollars—more than a thousand dollars a minute BURNED up.

Everybody shares the loss. Every building burned is removed from the tax list. The tax it would have produced must be paid by the remaining taxpayers, and the tremendous economic loss can't even be estimated. Hardships in homes, loss of wages, loss of business, failure to fulfill contracts, loss of clientele—losses that represent untold billions of dollars—all caused by fires, 87% of which, according to a careful survey of statistics, could have been prevented!

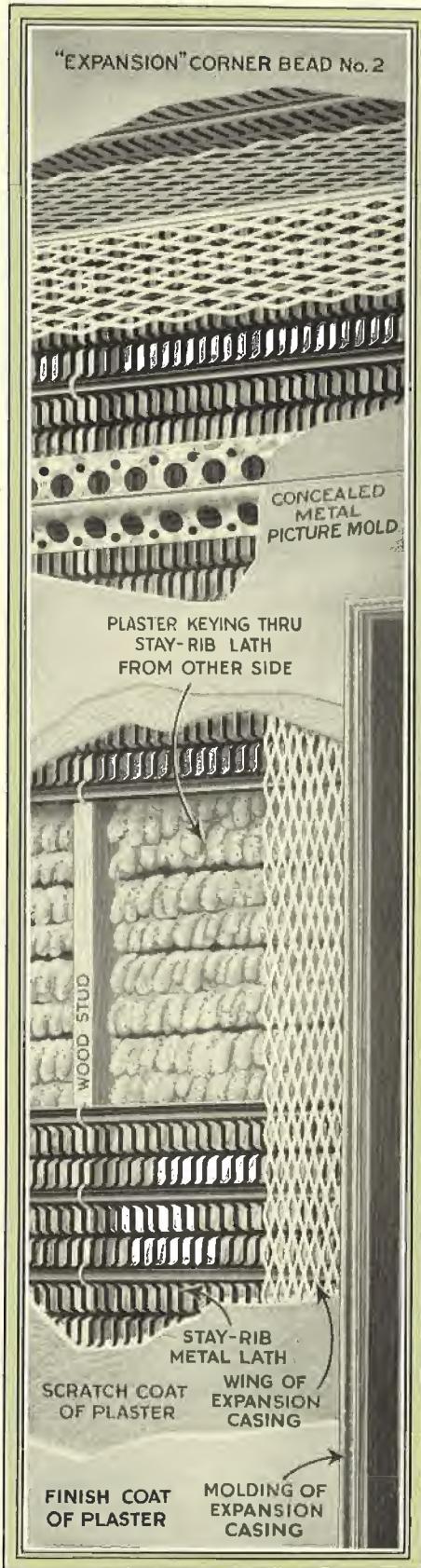
Over 60% of the total number of fires take place in homes. Every four minutes, on an average, throughout the day and night, a fire breaks out in some home. Each day of the year an average of five schools, fifteen hotels, five churches, one hospital, four warehouses, ninety-six farm buildings and six department stores are burning.

Whoever builds a home or any other type of building should consider it a duty to his neighbors, to his community, to his family's safety and to his own pocket-book, to insist on construction that assures as much firesafeness as possible.

In building a home, it is not necessary to go to the costly measures that are considered necessary to insure firesafeness in big buildings. Wood-stud construction, protected by plaster on metal lath, has been given a full One Hour Rating by the Underwriters' Laboratories. This means that a fire will be confined to the room in which it starts for at least one hour if protected by plaster on metal lath. That assurance of safety against fire is quite ample for homes, for there is little possibility of spreading a fire or suffering any serious damages under conditions of that sort.

Most fires in homes start inside. So that should be the first consideration. But the exterior, including the roof, should also get due attention as to firesafeness. Sparks on roofs in 1924, for instance, caused damages amounting to over \$15,931,342.

Milcor Metal Roofs are so desirable from the standpoint of appearance, so stormproof and so firesafe that you are sure to agree that no other type of roof is quite so good. Complete information and estimates will be gladly furnished any time you say.



Discuss these Milcor Products with Your Architect and Contractor for Every Room of Your Home

The Entrance Hall

Halls and stairways should always be protected by plastering on metal lath. Fires often start under stairways. If a stairway is wrecked, a fire may have serious consequences.

Use Milcor Stay-Rib or Netmesh Metal Lath for Walls and Ceiling; "Expansion" Base Screed at the "baseboard", or Milcor Metal Cove Bases; "Expansion" Corner Beads for all exposed corners and inner angles; "Expansion" Casings for Door and Window Trim.

Plaster textures recommended: Caen Stone Block, Travertine Marble or any rough texture plastering suited to the general architectural scheme.

The Living Room

For crackfree, firesafe walls and ceiling, plaster on Milcor Stay-Rib or Netmesh Metal Lath; protect all exposed corners, including the plastering over the fireplace, with "Expansion" Corner Bead No. 1; prevent cracks from starting at inner wall angles and ceiling angles by using "Expansion" Corner Bead No. 2; "Expansion" Base Screed, or Curved Point or Plain Base Screeds at the baseboard; "Expansion" Casings for door and window trim, or "plaster reveal" windows reinforced with "Expansion" Corner Bead; Milcor Concealed Metal Picture Molding instead of clumsy, protruding, dirt-collecting wooden molding.

Rough textured plastering is appropriate for Living Rooms.

The Dining Room

Sanitary, vermin proof, crackfree, firesafe construction demands all Milcor Products mentioned in the preceding paragraph. Clean, attractive interiors, easy to keep that way, are assured by this type of modern plastering reinforced by metal.

Rough textured plastering, harmonious to the architectural scheme, is recommended.

The Kitchen

In the "busiest room of the home" Milcor Products are particularly desirable. Kitchen wall corners need the protection of Milcor "Expansion" Corner Beads. Ceiling and walls if plastered on a base of "Stay-Rib" or "Netmesh" Metal Lath will not sag or crack, in spite of clouds of steam and extreme changes of temperature three times daily in your kitchen. The sanitary features of "Expansion" Casings, and the ease with which they can be kept spotlessly clean, make this metal trim for doors and windows so superior to old-fashioned wooden trim that no modern kitchen should be designed without giving consideration to this product. It is the wife who will welcome this construction most. She deserves Milcor construction and she will appreciate it. "Expansion" Base Screed, Curved Point or Plain Base Screeds, are also recommended for the kitchen.

"Sand Float" and "Smooth Tile" plastering textures are best for kitchens.

The Bath Rooms

As a reinforcing base for the concrete in which the finished tile or terrazzo floor is laid, "Stay-Rib" Metal Lath is important, as well as for the plastering base for

walls and ceiling. Bath Room and Lavatory plastering will never sag or crack, and floors will remain unblemished if Milcor Metal Lath is used throughout. If the door and window casings are of the "Expansion" family, they will never warp or separate from the wooden jambs. Milcor Metal Cove Bases are a worth-while detail, too, in Bath Rooms.

"Sand Float" and "Smooth Tile" textures are correct for Bath Rooms.

The Bed Rooms

Walls that won't transmit sound are important for bed rooms. Plastering on metal lath retards and dissipates sound to such an extent that no other type of construction is better suited to insure quiet rooms.

Bedroom furniture is moved almost daily—so you will want these modern, concealed bumpers, "Expansion" Corner Beads, on all corners, for they will permanently protect the plaster and deflect bumps and blows which would ruin ordinary corners.

"Expansion" Casings keep dirt, dust and cold from getting in at door and window jambs. You'll want them particularly in the bedrooms. Milcor Concealed Metal Picture Molding and "Expansion" Base Screed belong in these rooms, too.

"Sand Float" plastering is most popular for bedrooms although conservative rough textures are also in vogue.

The Furnace Room

Wherever fire hazard has serious possibilities, Milcor construction is of vital importance. Cellar ceilings plastered on metal lath pay back the small investment they represent by insuring protection from fire and by insulating the floor above from cold and dampness. The Laundry Room, Fruit Cellar and other "undergound" rooms are worth plastering in a permanent, practical manner with Milcor Metal Lath.

"Firestops" Between All Partitions and Floors

Insist on "Firestops" throughout your home. "Netmesh" or "Stay-Rib" Metal Lath, shaped into basket-form, filled with brick chips and mortar or other non-combustible material, should be placed at proper intervals between floors and partitions, to prevent possibility of partition-drafts in case of fire. All bearing partitions that support floors should be protected by firestops.

The Garage

Maximum insulation from cold, from heat, fire or moisture is obtained if the garage is plastered on a base of Milcor Metal Lath. Where garages for two or more cars are built with separate stalls for each car, Milcor "Netmesh" or Stay-Rib partitions, without plaster, form a practical, economical means of separation.

The Roof

Sparks on roofs are responsible for the loss of more than fifteen million dollars worth of buildings each year. Milcor Roofs prevent fires. In addition to that, they are unequalled for beauty and durability. Investigate Milcor "American" Metal Tile, Spanish Metal Tile, Metal Slate and Art Metal Shingles before you decide on your roof.

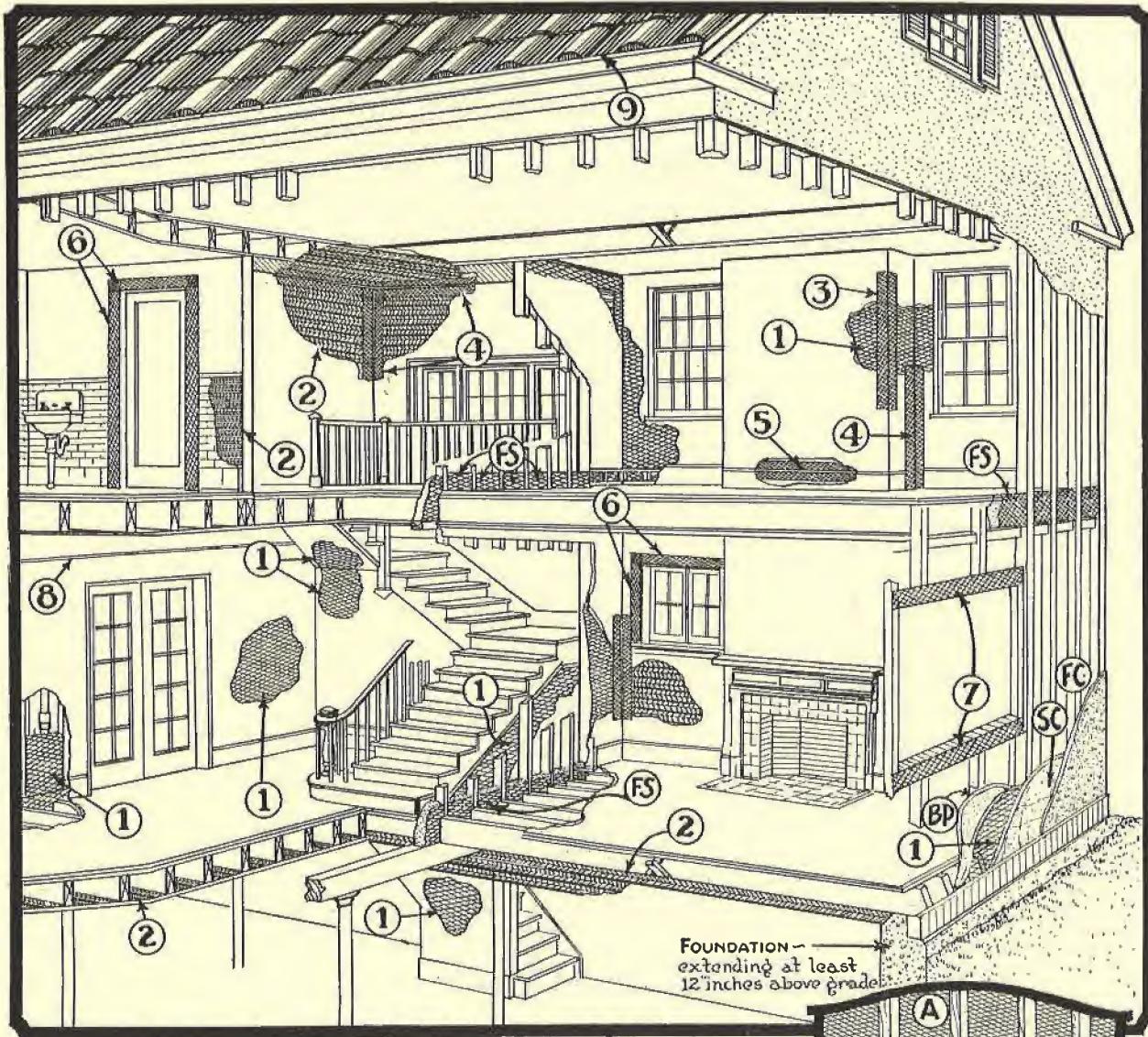


Diagram Showing Milcor Products in Home:

1—"Netmesh" Lath. 2—"Stay-Rib" Lath No. 1. 3—"Expansion" Outside Corner Bead. 4—"Expansion" Inside Corner Bead. 5—"Expansion" Base Screed. 6—"Expansion" Window and Door Casings. 7—"Expansion" Flashing. 8—Concealed Metal Picture Molding. 9—Milcor Spanish Metal Tile. Other artistic styles of Milcor Metal Roofs are also available. SC—Scratch Coat Stucco. FC—Finish Coat Stucco. BP—Back Plastering. FS—Firestops. A—"Netmesh" 3.4 for Exterior Stucco. B—Stucco Keyed through "Netmesh." C—Back-Plastering from Inside. D—Building Paper or other insulation. E—"Netmesh" 2.35 for Inside Walls. F—Inside Plastered Wall over "Netmesh".

These five most vulnerable points in *all* dwellings should be protected by plaster on a base of Milcor Metal Lath: 1—All bearing partitions that support floors. 2—Ceilings under inhabited floors especially over heating plants and coal bins. 3—At chimney breasts, around flues, back of kitchen ranges. 4—Around all heat ducts and plumbing pipes. 5—Closets under stairways and ceilings of halls and prominent rooms.

A Library of Information for Prospective Builders

*A*WEALTH of literature is being published for the benefit of prospective home builders. The Milcor organization keeps constantly in touch with the best publications and is prepared to offer valuable suggestions to anyone who is thinking about building.

Look upon us, if you will, as your Librarian. Ask us to furnish a list of the best books, magazines and articles with which we come in contact.

A valuable monthly magazine featuring small homes, including reproductions of floor plans, is now available, and if you so desire, we shall be glad to see that you receive it, with our compliments.

This service is maintained for all who are interested in better homes. Even though you may not contemplate building in the near future, do not hesitate to consult us with regard to the above or about any of the Milcor Products or methods to which we have referred in this Book. Actual samples of Milcor Products will be furnished gladly on request. Just ask your Architect, Contractor or Building Supply Dealer—or write direct to us for them, at no cost or obligation on your part.

MILCOR Products

including Metal Lath, Metal Tile Roofing, Rain Pipe and Elbows, Eaves Trough and Trimmings, Cornices, Ventilators, and all items in this complete line of metal building specialties, are now available also in the famous rust-resisting



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